

ABSTRACT

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The supplier issues a vehicle, including a coupon kit or a value card, for discounts on its products. The value card is sent to selected high volume retail customers who present the card to a retail establishment. The cards, which are preferably electronically or bar encoded, are read by the establishment which credits the customer with the appropriate discount or provides the product or service at no cost to the customer. The amount, in whole or part is paid by the supplier, either directly or indirectly through an intermediary. The coupon kit, and preferably the value card, is directed to a particular single branded service or product of the supplier. A plurality of discounts is provided to reinforce the retail customer to focus on the brand originating with the supplier.